

# CONTRACT



**WHIO-TV**  
**PO Box 809606**  
**Chicago, IL 60680-9606**  
**(855) 333-2676**

And:

**Great American Media**  
**3050 K Street NW**  
**Suite 100**  
**Washington, DC 20007**

<b>Contract / Revision</b> 111588 / 1		<b>Alt Order #</b> 08235592
<b>Product</b> DSCC IE 11/1		
<b>Contract Dates</b> 11/01/16 - 11/07/16		<b>Estimate #</b> 4607
<b>Advertiser</b> ISS/DSCC IE-A		<b>Original Date / Revision</b> 09/21/16 / 09/21/16
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Property</b> WHIO-TV	<b>Account Executive</b> Philadelphia CoxRep	<b>Sales Office</b> CoxReps Philad
<b>Special Handling</b>		
<b>Demographic</b> Households		
<b>Agy Code</b>	<b>Advertiser Code</b> 49	<b>Product 1/2</b> 53
<b>Agency Ref</b> 30027		<b>Advertiser Ref</b> 42796

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	WHIO	11/01/16	11/07/16	M-F 10a-11a	10:00 AM-11:00 A		:30			P-02		NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/01/16	11/07/16	MTWTF--				3	\$600.00					
N 2	WHIO	11/01/16	11/07/16	Stephen Colbert	11:35 PM-12:35 X		:30			P-02		NM	2	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/01/16	11/07/16	MTWTF--				2	\$925.00					
N 3	WHIO	11/01/16	11/07/16	NewsCenter 7 @ noon	12:00 PM-12:30 P		:30			P-02		NM	2	\$3,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/01/16	11/07/16	MTWTF--				2	\$1,525.00					
N 4	WHIO	11/01/16	11/07/16	M-F 4p-5p	4:00 PM-5:00 PM		:30			P-02		NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/01/16	11/07/16	MTWTF--				3	\$1,000.00					
N 5	WHIO	11/01/16	11/07/16	NewsCenter 7 6p	6:00 PM-6:30 PM		:30			P-02		NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/01/16	11/07/16	MTWTF--				2	\$2,500.00					
N 6	WHIO	11/01/16	11/07/16	M-F 9a-10a	9:00 AM-10:00 AM		:30			P-02		NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		11/01/16	11/07/16	MTWTF--				3	\$550.00					
N 8	WHIO	11/05/16	11/05/16	CBS This Morning Sa	10:00 AM-12:00 P		:30			P-02		NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	-----1-				1	\$1,100.00					
N 10	WHIO	11/05/16	11/05/16	NewsCenter 7 Noon S	12:00 PM-12:30 P		:30			P-02		NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	-----1-				1	\$750.00					
N 11	WHIO	11/05/16	11/05/16	Sa-Su Early News	6:00 PM-7:00 PM		:30			P-02		NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	-----1-				1	\$900.00					
N 12	WHIO	11/05/16	11/05/16	Sa 7p-730p	7:00 PM-7:30 PM		:30			P-02		NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	-----1-				1	\$800.00					

(\* Line Transactions: N = New, E = Edited, D = Deleted)

CMG does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with CMG whether verbal or written.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

Thank you for your business!



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**Chicago, IL 60680-9606**  
**(855) 333-2676**

<u>Contract / Revision</u>		<u>Alt Order #</u>
111588 / 1		08235592
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/01/16 - 11/07/16	DSCC IE 11/1	4607
<u>Advertiser</u>		<u>Original Date / Revision</u>
ISS/DSCC IE-A		09/21/16 / 09/21/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
N 15	WHIO	11/06/16	11/06/16	Face The Nation	10:30 AM-11:00 A		:30			P-02		NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	-----1				1	\$2,000.00					
N 16	WHIO	11/06/16	11/06/16	WHIO Reports	12:00 AM-12:00 A		:30			P-02		NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	-----1				1	\$800.00					
N 17	WHIO	11/06/16	11/06/16	Su 1135p-1235a	11:35 PM-12:35 X		:30			P-02		NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	-----1				1	\$700.00					
N 19	WHIO	11/06/16	11/06/16	CBS Su Morning	9:00 AM-10:30 AM		:30			P-02		NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	-----1				1	\$1,400.00					
N 20	WHIO	11/01/16	11/07/16	Daybreak Edition 5a	5a-530a		:30			P-02		NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	-TWTF--				1	\$700.00					
Week:		11/07/16	11/13/16	M-----				1	\$700.00					
N 21	WHIO	11/01/16	11/06/16	Daybreak Edition 530a	530a-6a		:30			P-02		NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	-TWTF--				1	\$900.00					
N 22	WHIO	11/01/16	11/07/16	Daybreak Edition 430a	430a-5a		:30			P-02		NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	-TWTF--				3	\$350.00					
Week:		11/07/16	11/13/16	M-----				1	\$350.00					
N 23	WHIO	11/05/16	11/05/16	Sat Prime Hour 1	8p-9p		:30			P-02		NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	-----1-				1	\$2,000.00					
N 24	WHIO	11/05/16	11/05/16	Sat Prime Hour 2	9p-10p		:30			P-02		NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/31/16	11/06/16	-----1-				1	\$2,000.00					
<b>Totals</b>									<b>0.00</b>				<b>32</b>	<b>\$32,500.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/31/16 - 11/07/16	32	\$32,500.00	(\$4,875.00)	\$27,625.00
<b>Totals</b>	<b>32</b>	<b>\$32,500.00</b>	<b>(\$4,875.00)</b>	<b>\$27,625.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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REP HEADLINE# 8235592 TRF# 111588  
\$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
\*\*\*CHANGES\*\*\* \*\* WHIO-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/DSCC IE REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
AGY # \_\_\_\_\_ AGY. NAME GREAT AMERICAN MEDIA BUYER NAME MACKENZIE MILLER

3050 K STREET NW - SUITE 100  
WASHINGTON, DC 20007  
SALES PRSN PH- NICK WELTE

ORDER # \_\_\_\_\_ CONTRACT # 8235592 CLASS: NATL. LOCAL REGIONAL

PRDCT DSCC IE 11/1 EST#4607 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES NOV1/16 NOV7/16 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE SEP19/16 17.41

REP: \*\*REVISION

TO DEANNA  
FR JARED  
REVISED RATES ON ENTIRE ORDER  
TOTAL SAME \$32500  
PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 49  
AGENCY PRODUCT CODE = 53  
AGENCY EST# = 4607

1			RZ 1000A-1100A	30		\$600.00	11/1	11/7	3		TU-F,M	3
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PROGRAM : DR. PHIL  
ORD COM1: REVISED RATE  
CON COM1: DR. PHIL

SEP19/16 17.41  
\*\*\* WHIO-TV \*\*\*

[illegible]

FROM REP SEP19/16 17.41  
\*\*CHANGES\*\* \*\*\* WHIO-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
10	RZ		1200N-1230P	30		\$750.00	11/5	11/5	1		SAT	1
PROGRAM : NEWSCENTER 7												
ORD COM1 : REVISED RATE												
CON COM1 : NEWSCENTER 7												
11	RZ		600P-700P	30		\$900.00	11/5	11/5	1		SAT	1
PROGRAM : NEWSCENTER 7												
ORD COM1 : REVISED RATE												
CON COM1 : NEWSCENTER 7												
12	RZ		700P-730P	30		\$800.00	11/5	11/5	1		SAT	1
PROGRAM : WHEEL OF FORTUNE												
ORD COM1 : REVISED RATE												
CON COM1 : WHEEL OF FORTUNE												
13	*		800P-900P	30		\$2,000.00	11/5	11/5	1		SAT	1
PROGRAM : CRIMETIME SATURDAY												
ORD COM1 : REVISED RATE												
CON COM1 : CRIMETIME SATURDAY												
14	*		900P-1000P	30		\$2,000.00	11/5	11/5	1		SAT	1
PROGRAM : CRIMETIME SATURDAY												
ORD COM1 : REVISED RATE												
CON COM1 : CRIMETIME SATURDAY												
15	RZ		1030A-1130A	30		\$2,000.00	11/6	11/6	1		SUN	1
PROGRAM : FACE THE NATION												
ORD COM1 : REVISED RATE												
CON COM1 : FACE THE NATION												
16	RZ		1130A-1200N	30		\$800.00	11/6	11/6	1		SUN	1
PROGRAM : WHIO REPORTS												
ORD COM1 : REVISED RATE												
CON COM1 : WHIO REPORTS												

REP HEADLINE# 8235592 TRF# 111588  
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ORDER WORKSHEET HARRIS REPORT FROM REP  
\*\*\*CHANGES\*\*\* \*\* WHIO-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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17		RZ	1135P-1235A	30		\$700.00	11/6	11/6	1		SUN	1
PROGRAM : CASTLE												
ORD COM1: REVISED RATE												
CON COM1: CASTLE												

19		RZ	900A-1030A	30		\$1,400.00	11/6	11/6	1		SUN	1
PROGRAM : CBS SUNDAY MORNING												
ORD COM1: REVISED RATE												
CON COM1: CBS SUNDAY MORNING												

20		RZ	500A-530A	30		\$700.00	11/1	11/7	2		TU-F,M	2
PROGRAM : NEWS												
ORD COM1: REVISED RATE												
CON COM1: NEWS												

21		RZ	530A-600A	30		\$900.00	11/1	11/7	1		TU-F,M	1
PROGRAM : NEWS												
ORD COM1: REVISED RATE												
CON COM1: NEWS												

22		RZ	430A-500A	30		\$350.00	11/1	11/7	4		TU-F,M	4
PROGRAM : NEWS												
ORD COM1: REVISED RATE												
CON COM1: NEWS												

NOV/16 32500.00  
CONTRACT TOTAL 32500.00  
TOTAL SPOTS 32

MARKET TOTALS \$135,416 WHIO 24% WDTN 32% WKRF 22% WRGT 18% CABL 0% WBDT 4%

SVC- NSI  
DEMOS- RA35+\*  
MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE